

**CLAIMS:**

1. A method comprising:  
writing first servo information to a first side of a data storage tape; and  
writing second servo information to a second side of the data storage tape.
2. The method of claim 1, further comprising coating magnetic coatings on both sides of the data storage tape prior to writing the first and second servo information.
3. The method of claim 1, wherein the data storage tape is a magnetic data storage tape.
4. The method of claim 1, further comprising simultaneously writing the first and second servo information.
5. The method of claim 1, further comprising:  
unspooling the data storage tape from a first spool;  
passing the first and second sides of the data storage tape in proximity to a first and a second servo write head respectively to write the first and second servo information; and  
re-spooling the data storage tape to a second spool.
6. The method of claim 1, further comprising:  
writing the first servo information on the first side of the data storage tape with a first servo write head, and  
writing the first servo information on the second side of the data storage tape with a second servo write head.
7. The method of claim 1, further comprising writing through the data storage tape to simultaneously write the first and second servo information on the first and second sides of the data storage tape.

8. The method of claim 1, wherein a servo write head is positioned on the first side of the data storage tape and a flux conductor is positioned on the second side of the data storage tape.
9. The method of claim 8, wherein the flux conductor comprises soft magnetic material.
10. The method of claim 8, wherein the flux conductor affects a magnetic field generated by the servo write head such that the second servo information is written on the second side of the data storage tape via the magnetic field.
11. The method of claim 1, wherein the first servo information on the first side of the data storage tape is substantially a mirror image of the second servo information on the second side of the data storage tape.
12. The method of claim 1, wherein first and second servo information comprises servo information selected from a group consisting of time-based servo information and amplitude-based servo information.
13. The method of claim 1, wherein writing the first and second servo information includes applying a magnetic field.
14. The method of claim 1, wherein writing the first and second servo information includes selectively erasing a portion of a magnetic signal from the data storage tape.
15. A data storage tape comprising:
  - a first and a second side;
  - first servo information on the first side; and
  - second servo information on the second side.

16. The data storage tape of claim 15, wherein the servo information on the first side of the tape is substantially a mirror image of the servo information on the second side of the tape.
17. The data storage tape of claim 15, wherein the servo information on the first side of the tape is substantially identical to the servo information on the second side of the tape.
18. The data storage tape of claim 15, wherein first and second servo information comprise time-based servo information.
19. The data storage tape of claim 15, wherein first and second servo information comprise amplitude-based servo information.
20. The data storage tape of claim 15, wherein the data storage tape is magnetic tape.
21. The data storage tape of claim 15, wherein the data storage tape is included in a data storage cartridge.
22. A system comprising:
  - a data storage tape including a first and second side;
  - a servo write head positioned in proximity to the first side to generate a magnetic field and write first servo information on the first side;
  - and a flux conductor positioned in proximity to the second side opposite the servo write head to affect the magnetic field to write second servo information on the second side.
23. The system of claim 22, wherein the flux conductor comprises soft magnetic material.
24. The system of claim 23, wherein the magnetic field passes through the data storage tape to simultaneously write the first and second servo information on the first and second sides of the data storage tape.

25. The system of claim 24, further comprising:  
a first spool and a second spool; and  
a mechanical arrangement of guides to define a tape path of the data storage tape from the first spool to the second spool.
26. A system comprising:  
a data storage tape including a first and second side;  
a first servo write head positioned in proximity to the first side to write first servo information on the first side; and  
a second servo write head positioned in proximity to the second side to write second servo information on the second side.
27. The system of claim 26, further comprising:  
a first spool and a second spool; and  
a mechanical arrangement of guides to define a tape path of the data storage tape from the first spool to the second spool.
28. A magnetic data storage tape comprising:  
a first side and a second side;  
first servo information on the first side of the magnetic data storage tape; and  
second servo information on the second side of the magnetic data storage tape,  
wherein the second servo information is substantially a mirror image of the first servo information.
29. The magnetic data storage tape of claim 28, wherein the first and second servo information is written to the magnetic storage tape by a process comprising:  
passing the data storage tape between a flux conductor and a servo write head; and  
writing through the data storage tape to simultaneously write the first and second servo information on the first and second sides of the data storage tape.